WAR SERVICE LIBRARY WEEK

Bulletin published by the War Service Library Week Committee of the American Library Association
Address: Public Library, Birmingham, Alabama. Application made for Entry as Second-class Mail Matter at Post Office, Birmingham, Ala.

Vol. 1 JULY 15, 1917 No. 1

How Can I Help to Win the War?

Every patriotic citizen is now asking himself that question.

Some librarians, in their zeal, have deserted their libraries, seeing their opportunity for service outside the ranks of their own profession. And we are proud of them. They are making sacrifices which we who stay at home will not be called upon to make.

But there is also a big opportunity for most of us where we are.

It is the opportunity of helping every man to do his war job a little more quickly, a little more effectively.

We can give this help by learning what are the things that need to be done, by getting for our libraries—whether we can afford them or not—the best books and pamphlets on the important war subjects, by familiarizing ourselves with the contents of these books and pamphlets, and by stimulating the use of our material and service to the fullest possible extent.

THE COMMITTEE ON WAR SERVICE LIBRARY WEEK

CARL H. MILAM, Chairman.....Public Library, Birmingham, Ala.
LOUIS J. BAILEY.....Public Library, Gary, Ind.
C. H. COMPTON.....Public Library, Seattle, Wash.
JESSE CUNNINGHAM.....Public Library, St. Joseph, Mo.
LLOYD W. JOSSELYN.....Public Library, Jacksonville, Fla.
CHARLES E. RUSH.....Public Library, Indianapolis, Ind.
FORREST B. SPAULDING.....Public Library, New York, N. Y.
JOSEPH L. WHEELER..... ....Public Library, Youngstown, O.

This committee is a sub-committee of the A. L. A. War Service Committee, of which Mr. J. I. Wyer, Jr., State Library, Albany, N. Y., is chairman. It is under the supervision of Dr. Arthur E. Bostwick, in charge of publicity for that committee.

A Plan to Unite 5,000 Libraries in a War Service Week

War Service Library Week is to be a week of publicity and service. During that week every library in the United States and Canada is expected to use all known methods of advertising.

The idea is similar to that carried out in Toledo, St. Paul and Waco in their library publicity weeks, with these exceptions: This library week is to be international in scope, including all the public, reference, school and college libraries in the United States and Canada; and everything is to center around the subjects made prominent by the war.

Every librarian will be backed up in her own efforts by national publicity in magazines and newspapers.

Articles will be prepared and furnished—either in a later number of this Bulletin or in some other library publication—for use in local newspapers.

The Committee plans to have made by prominent artists, several large colored posters, which will be sold to libraries at cost. Many placards will be made available in a similar way.

Short book lists, prepared by librarians, and suitable for every library, will be for sale by Gaylord Brothers of Syracuse, N. Y., at a small price.

A complete plan for obtaining the coöperation of business men will be outlined—probably by a group of business men themselves.

There will also be definite suggestions for getting the coöperation of school officers, teachers and pupils.

Many other suggestions, sent in to the committee by experienced librarians, will be passed on to all librarians with full details as to how they can be carried out.

Associated Advertising Clubs of the World to Help

The committee expects to have the active cooperation of a special committee of the Associated Advertising Clubs of the World in working out all of these plans.

What You Can Do Right Now

Decide at once to have a War Service Library Week, at a time that will be agreed upon later by the Committee. It will probably be in October.

Convince the members of your board or library committee of the wonderful opportunity it offers to increase your service to the nation, and, incidentally, the standing of your library in the community.

Tell them it will cost a little money—for printed lists, posters, etc., and especially for books—and that it is simply up to them to provide that money. We are at war and the library must help to win.

Work up the enthusiasm of your staff and your special library friends. They will all be needed to make your war service effective.

Read again the little leaflet giving the preliminary plans for this week. If you have lost it, write to the chairman of the committee for another copy.

Buy the Emergency War Lists as issued. Buy them in large quantities and distribute them freely. Use some of them now and buy more for War Service Library Week.

Get all the books and pamphlets on those lists, and duplicate the best of them. The War Manual to be issued under the supervision of Dr. George F. Bowerman, librarian, public library, Washington, D. C., will probably give publisher and price; also longer lists on these subjects. Other good buying lists are, "Guide to Books for Patriotic Americans," R. R. Bowker Company, New York; "Military Training," A. C. McClurg & Company, Chicago; "The United States at War, Organizations and Literature," Library of Congress; "Wisconsin Library Bulletin," April, 1917; "St. Louis Public Library Monthly Bulletin," June, 1917; and Superintendent of Documents price lists as follows: Number 11, "Foods and Cooking"; Number 16, "Farmers' Bulletins"; Number 19, "Army and Militia"; Number 63, "Navy"; Number 65, "Foreign Relations."

"The supreme test of the Nation has come. We must all speak, act and serve together."

The Committee on War Service Library Week has nothing to do with the Camp Libraries. The committee members are interested, of course, in the plan to provide books for the million Americans who will soon be in training camps, and they will do what they can to assist the A. L. A. Committee on Camp Libraries. But the special work of our committee is to increase the war service of the libraries to the people who do not join the fighting forces.

Begin Now

Don't wait until October to begin rendering the war service suggested by the committee, but make the week in October a fitting climax to a good summer's work.

Don't ask for much newspaper publicity now for the War Service Library Week. Hold that in reserve.

Don't spend time and money compiling and printing a list that is already available. Learn that it exists and order it.

Concentrate your efforts on making your public use your literature after you have it ready. You have some ready now, so set it to work in the community, by advertising.

Get out the best of your bulletin literature on food production and economy. Reinforce or cover it, so that the original covers will be outside, and the pamphlets will look attractive, and stand up under hard use. Then put them out where people can see them.

Make arrangements to have your library observe War Service Library Week even if you must be away during September or October. Leave someone in charge to whom you will give authority to purchase the books, lists, posters, etc., attend to newspaper publicity, exhibits and work with schools, churches and organizations in your town.

Can you tell a man over the telephone how to get rid of insects on his potatoes and cabbage? If you can, you are ready to serve your country. Have you advertised that fact to such an extent that you get several questions of this sort every day? If so, you are serving your country and helping to win the war.

Suggestions Will be Welcomed

The members of the committee are giving as much time as they can to this work, but they would like to have suggestions from everyone. Please do not fail to send in any idea that seems good to you. Suggestions from Canadian librarians, who have been doing war service for nearly three years, will be especially helpful.

If you have an idea about book lists, write to Mr. Josselyn.

If it concerns posters or placards, write to Mr. Wheeler or Mr. Compton. They want suggestions for poster designs, slogans, catch phrases, etc., such as those that have been used on Liberty Loan and Red Cross posters. Send them in soon, so that when the artists begin work they will have the best ideas to bring out on posters, placards and poster stickers. What will show at a glance the idea of the connection between library books and war service?

If it is about newspaper or magazine articles, or pictures write to Mr. Bailey or Mr. Rush. Send to this committee copies of newspaper articles used in your town which might be adapted and used elsewhere, stories showing concretely just how the library has served the war-time needs of some individual, and other similar suggestions.

If it is about school coöperation, write to Mr. W. H. Kerr, State Normal, Emporia, Kansas.

And about everything else, write to the chairman. Make suggestions about the next Bulletin and give us your ideas about publicity methods other than those mentioned here.

"It is evident to every thinking man that our industries, on the farms, in the shipyards, in the mines, in the factories, must be made more prolific and more efficient than ever."—Woodrow Wilson.

Subjects Made Prominent by the War

These are the titles tentatively selected for the Emergency War Lists to be compiled by librarians and experts and issued by Gaylord Brothers of Syracuse, New York:

Business Efficiency in War Time
- (a) In production
- (b) In marketing

Food Values
War-time Transportation
War-time Economy in the Home
Women and the War
Red Cross Work
War-time Thrift
Ship-building
Aviation and Submarines
Military Training
Explosives, Guns and Shells
Canning and Storage of Food Stuffs
Vegetable Gardening
Poultry Raising
Russia—Our Ally Republic
Social Service in War Time
Foreign Trade Expansion
War Poems
Tales from the Trenches
Uncle Sam's Navy.
Keeping Fit in War Time
Why We Are at War
Courage

Every librarian wants to help win the war. Here is your opportunity—right in your own profession.

WISCONSIN FREE LIBRARY COMMISSION

Matthew S. Dudgeon, Secretary
Madison

July 5, 1917.

Mr. Carl H. Milam, Director,
Public Library, Birmingham, Ala.

My dear Mr. Milam:

It seems to me that the public libraries in this country have, in the War Service Library Week, an opportunity which will never present itself again to impress upon their respective communities the fact that they are a utility rather than a luxury and that the public library is a splendid investment for the community. The public library which does not take advantage of this opportunity and does not demonstrate what it can do for the community in the present crisis well nigh deserves what it will probably get—a reduction in appropriation.

I hope that every library will be as enthusiastic and as aggressive as the committee itself.

Yours very truly,
(Signed) MATTHEW S. DUDGEON,
Secretary.

AMERICAN LIBRARY ASSOCIATION

George B. Utley
Secretary

Chicago, Ill., July 5, 1917.

Mr. Carl H. Milam, Director,
Public Library, Birmingham, Ala.

My dear Mr. Milam:

The movement for a War Service Library Week to be held in the fall is unquestionably a very important and commendable undertaking and should, and doubtless will, receive the hearty support of librarians in every section of the United States and Canada. Cities like Toledo, Waco and others which have conducted "Library Weeks" have found the results so beneficial and so lasting that the undertaking is not in the nature of an experiment. Count on the Executive Office of the A. L. A. to help in every way within its power.

Sincerely yours,
(Signed) GEORGE B. UTLEY,
Secretary..

Walter Clinton Jackson Library
THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO
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